

TOURIST DEVELOPMENT COUNCIL EXPENDITURES
CHECKS DISTRIBUTED FOR THE MONTH OF OCTOBER 2004

VENDOR	DESCRIPTION	AMOUNT
<u>ADVERTISING</u>		
COOKE COMMUNICATIONS	AT LGE REP/LDG REP/BUS REP/ADM SEC	\$1,196.00
FLORIDA KEYS KEYNOTER	AT-LGE REP/BUS REP/TDC MTG	\$2,172.00
THE REPORTER	BUS REP/AT-LGE REP/LDG REP/CAP PROJ/TDC MTG	\$1,793.11
TINSLEY ADVERTISING	OVERTURE JUL-AUG04	\$12,570.57
TINSLEY ADVERTISING	GOOGLE JUL-SEP04	\$6,169.36
TINSLEY ADVERTISING	KW.COM AUG04	\$1,166.61
TINSLEY ADVERTISING	SCUBADIVING.COM AUG-SEP04	\$2,360.01
TINSLEY ADVERTISING	GAY.COM JUL-SEP04	\$10,805.63
TINSLEY ADVERTISING	FLAUSA.COM MAY-SEP04	\$5,861.12
TINSLEY ADVERTISING	WEATHER.COM SEP04	\$10,574.04
TINSLEY ADVERTISING	DIVE UMB	\$39,025.19
TINSLEY ADVERTISING	PROMO ADV	\$104,885.78
TINSLEY ADVERTISING	GEN ARTS	\$3,567.37
TINSLEY ADVERTISING	GEN FHSG	\$2,780.48
TINSLEY ADVERTISING	MEDIA MAT	\$59,000.74
TINSLEY ADVERTISING	COLL MAT	\$37,372.17
TINSLEY ADVERTISING	ADV EXP	\$94,398.72
TINSLEY ADVERTISING	CULTURAL	\$2,977.36
TINSLEY ADVERTISING	DAC 1 ADV EXP	\$193,754.13
TINSLEY ADVERTISING	DAC 2 ADV EXP	\$19,282.69
TINSLEY ADVERTISING	DAC 3 ADV EXP	\$44,706.37
TINSLEY ADVERTISING	DAC 4 ADV EXP	\$23,749.95
TINSLEY ADVERTISING	DAC 5 ADV EXP	\$31,860.94
		<hr/> \$712,030.34
<u>BRICKS & MORTAR PROJECTS</u>		
FLORIDA KEYS HISTORY OF DIVING	MUSEUM PROJ	\$19,700.73
ISLAND DOLPHIN CARE INC.	PHASE II	\$130,000.00
KEY WEST FILM SOCIETY	AUDITORIUM PROJ	\$26,850.59
KEY WEST ART & HISTORICAL SOCIETY	CUSTOM HOUSE	\$2,275.98
		<hr/> \$178,827.30
<u>VISITOR INFORMATION SERVICES</u>		
MARATHON CHAMBER OF COMMERCE	SEP04	\$6,666.66
ISLAMORADA CHAMBER COMMERCE	SEP04	\$6,666.66
KEY LARGO CHAMBER OF COMMERCE	SEP04	\$7,750.00
KEY WEST BUSINESS GUILD	JUL-SEP04	\$9,124.98
		<hr/> \$30,208.30
<u>EVENTS</u>		
FLORIDA KEYS BIRDING & WILDLIFE FEST	RQST 1 FY04	\$407.07
GEMINI PRINTING OPERATIONS	FK BIRDING & WLDLFE FEST	\$300.00
GAY & LESBIAN COMMUNITY ASSOC	PRIDEFEST	\$3,528.47
HOG'S BREATH OF KEY WEST	KW SONGWRITER'S FEST	\$5,717.86
HOLIDAY ISLE RESORT & MARINA	DOLPHIN TOURN	\$2,327.50
ISLAND OPERA THEATRE	CONCERT SERIES	\$1,510.50
KEY WEST ART & HISTORICAL SOC	HEMINGWAY & EVANS	\$520.90
KEY WEST FISHING TOURN	RQST 18 FY04	\$1,346.20
KEY WEST LITERARY SEMINAR	RQST 1 FY04	\$13,053.94
SOLARES HILL DESIGN	FK BIRDING & WLDLFE FEST	\$75.00
ST. PAULS PROTESTANT EPISCOPAL	PERFORMANCE AT ST.PAULS	\$2,701.00
THE KEY PLAYERS	RQST 4 FY04	\$9,207.56
TINSLEY ADVERTISING	WOMENFEST	\$1,466.07
TINSLEY ADVERTISING	FK BIRDING & WLDLFE FEST	\$13,103.87
TINSLEY ADVERTISING	COLUMBUS GETAWAY	\$1,023.44
TINSLEY ADVERTISING	WORLD SAILFISH CHAMP	\$25,057.75
UPPER KEYS ROTARY FOUNDATION	BAY JAM	\$10,000.00
UPPER KEYS ROTARY FOUNDATION	NAUTICAL FLEA MARKET	\$10,000.00
		<hr/> \$101,347.13

OFFICE SUPPLIES & OPER COSTS

ASTRON GENERAL CONTRACTOR	KW LIGHTHOUSE PAINTING	\$42,750.00
BLUE WATER PRINTING	LTRHD/ENV	\$220.00
BUCCANEER COURIER	SEP04	\$167.10
CITY OF MARATHON	JUL-SEP04 COCO & SOMB BCH MAINT	\$26,791.70
DELL MARKETING	OPTIPLEX MINITOWER COMP	\$985.62
DIVERSIFIED SERVICES	SEP04	\$345.00
FEDERAL EXPRESS	SHIPPING	\$2,022.36
FLORIDA KEYS KEYNOTER	1 YR SUBS 11/10/04-05	\$35.00
KRAUS COMMUNICATIONS	MOVE FAX LINE	\$135.00
MANLEY DEBOER	HIGGS BCH MAINT SUPPLIES	\$222.01
NATIONAL NOTARY ASSOC	RNWL 10/04-10/05	\$45.00
NORTHERN TOOL & EQUIPMENT	HIGGS BCH OPER SUPPLIES	\$649.60
OFFICE DEPOT	OFFICE SUPPLIES	\$328.23
RITA BUCKNER BROWN	CELLPHONE CASE	\$19.99
ROBBIE'S SAFE HARBOR & MARINA	AUG-SEP04 SMTR & REST BCH MAINT	\$21,356.50
ROBBIE'S SAFE HARBOR & MARINA	HIGGS BCH/HH PK/VET PK CLNG	\$8,045.50
SABINE PONS CHILTON	POSTAGE 5-9/04	\$142.92
SOFTWARE HOUSE INT'L	OFFICE PRO	\$1,965.64
SOLARCOM LLC	ROUTER	\$470.00
SOLUTIONS4SURE.COM	CARDSCAN	\$225.00
STRUNK ACE HARDWARE	MUSEUM MAINT SUPPLIES	\$47.15
THE REPORTER	1 YR SUBS 10/04-05	\$24.04
TOTAL TEMPERATURE CONTROL	AUG04	\$99.95
UNITED STATES POSTAL SERVICE	METER	\$2,412.03
UNITED STATES POSTMASTER	BULK PERMIT 120	\$740.87
XEROX COPIER	SEP04 COPIER	\$512.45
		<hr/> \$110,758.66

PERSONAL SERVICES

3406 N. ROOSEVELT BLVD	SEP-OCT04	\$146,072.30
3406 N. ROOSEVELT BLVD	OCT03-SEP04	\$529.09
		<hr/> \$146,601.39

PUBLIC RELATIONS

STUART NEWMAN ASSOCIATES	PR EXP	\$69,355.96
		<hr/> \$69,355.96

SALES & MARKETING

AMEUROP PHONE ASSIST	SEP04	\$1,500.00
CELLET TRAVEL SERVICES	SEP04 FEES UK & GY	\$5,666.66
CELLET TRAVEL SERVICES	AUG-SEP04 COORD FEES/EXP	\$20,893.60
COMMUNITY MARKETING	GLWTE/SHIPPING	\$2,084.00
CONEX-A GLOBAL EXHIBITION	STAND-WTM 04 11/8-11/04	\$17,225.00
ENTERTAINMENT PUBLISHER	SHOWBIZ DIR	\$2,100.00
FILM FLORIDA	MEMB05-R.BROWN	\$500.00
FILM FLORIDA	REG-FFEAR,CA 11/10/04	\$1,000.00
FLORIDA KEYS.COM	FILM COMM WEBSITE	\$700.00
FLORIDA KEYS.COM	DIST OF MEDIA CONT	\$20,000.00
FREEMAN DECORATING	LTE,NY 10/7-10/04	\$778.94
GOOD CATCH INC	RAINBOW PINS	\$2,000.00
HOSPITALITY SALES MKTG	MEMB05-S. CHILTON	\$295.00
INTERNATIONAL TRAVEL	CONF REG	\$1,000.00
INT.GAY & LESBIAN TVL	05 DUES-S.SMITH	\$200.00
JETSET VOYAGES	ENVIE DE PARTIR 10/9/04	\$2,600.00
JULIA LAMBERTINI	ARGENTINA 10/19/04 & 11/10/04	\$450.00
KEY WEST ALOE	PROMO PRODUCTS	\$702.03
KEYBOARD ADVERTISING	SHIRTS/FLEECE	\$1,208.92
MINUTEMAN EXPOSITION SERVICES	EXPO,PALM BCH 11/12-14/04	\$6,300.00
FLORIDA KEYS COUNCIL ON THE ARTS	JUL-SEP04	\$11,250.00
NATIONAL TOUR ASSOC	NTA,TORONTO 11/12-16/04	\$1,050.00
PARADISE PUBLISHING	CALENDARS	\$2,000.00
PRANGE O'HEARN	MAY04 COLL	\$3,718.75
PRANGE O'HEARN	FEDEX	\$15.00
RAINBOWS FESTIVAL	AZ 10/3/04	\$900.00
SUSANNE TORTU	MUSIC CD-ITME04	\$21.19
SUSANNE TORTU	CHAIRS/CURTAINS -ITME04	\$552.97
SUSANNE TORTU	PLANTS-ITME04	\$179.44

TALMADGE STUDIO
THE MARKET SHARE
THE MARKET SHARE
TINSLEY ADVERTISING
TOM CONSULTING
VISIT FLORIDA

CITY OF COLORS FILM
JUL-AUG04 FEES
MAIL FULFILLMENT
ECOTOURISM BANNER
TOUR RDSHW DIST
IMAS, ICELAND 2/3-6/05

\$10,000.00
\$3,800.00
\$1,305.71
\$2,407.95
\$3,574.85
\$150.00

\$128,130.01

TELEPHONE & UTILITIES

AT&T
AT&T
AT&T WIRELESS
BELLSOUTH
BELLSOUTH
BELLSOUTH
BELLSOUTH
BELLSOUTH
BELLSOUTH LONG DISTANCE
COMPUTER OFFICE SOLUTIONS
FKAA
FKAA
FKAA
KEYS ENERGY SERVICES
KEYS SANITARY SERVICE
WASTE MANAGEMENT OF FL

TDC MAY-SEP04
2213609SEP04
5090402SEP04
2941936SEP04
2942901SEP04
7430333SEP04
2966103SEP04
2961552OCT04
AUG-SEP04
OCT04
SEP04 TDC
OCT04 WH
OCT04 LDUCK
OCT04 TDC
OCT04 HH PARK
OCT04 HIGGS BCH

\$5,124.38
\$155.70
\$9.67
\$335.58
\$938.66
\$324.32
\$245.16
\$460.40
\$2,541.54
\$22.00
\$67.33
\$225.21
\$848.91
\$468.36
\$863.54
\$2,761.92

\$15,392.68

TRAVEL

CLINTON BARRAS
HAROLD WHEELER
JUTTA FARRER
JUTTA FARRER
KEY WEST TRAVEL CONDO
KEY WEST TRAVEL CONDO
KEY WEST TRAVEL CONDO
LYNDA STUART
MATTHEW BABICH
MAXINE PACINI
RITA BUCKNER BROWN
RITA BUCKNER BROWN
RITA BUCKNER BROWN
STACEY MITCHELL
STACEY MITCHELL
STACEY MITCHELL
SUSANNE TORTU
SUSANNE TORTU
SUSANNE TORTU

ITME04, CHICAGO 9/25-10/01/04
SEP04 MTG
LTE, NY 10/5-12/04
NTA, TORONTO 11/11-17/04 ADV TVL
H.WHEELER-MIA 10/4/04
R.BROWN-NY 9/17-28/04
S.TORTU-IL 9/26-10/1/04
SEP04 MTG
AUG04 MTG
AUG-SEP04 MTG
O'BRIEN 9/19/04
CLARE 9/23/04
IFP, NY 9/17-28/04 FINAL TVL
SEP04 MTG
ITSA MTG
WTM, UK 11/4-12/04 ADV TVL
AFF MTG, DC 9/7-10/04 FINAL TVL
DEMA, HOUSTON 10/11-17/04 ADV TVL
ITME04, CHICAGO 9/25-10/01/04 FINAL TVL

\$2,171.42
\$132.70
\$2,169.76
\$2,040.33
\$280.20
\$309.40
\$488.40
\$254.00
\$79.90
\$230.10
\$156.00
\$71.56
\$279.04
\$42.40
\$47.75
\$2,395.00
\$80.21
\$1,682.00
\$351.40

\$13,261.57

TOTAL \$1,505,913.34